Orders

Order / Rev:

105755

Alt Order #:

06844794

Product Desc:

AM 4 PROSPERITY SEN

Estimate:

514

Flight Dates:

08/22/12 - 08/28/12

Original Date / Rev:

08/21/12 / 08/27/12

Order Type:

**GENERAL** 



Primary AE:

Amy McCreary

Sales Office:

**BLPHI** 

Sales Region:

National

Agency

Name:

Mentzer Media Services, Inc.

**Buying Contact:** 

Billing Contact:

600 Fairmont Ave.

Towson, MD 21286

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC

00:15:00

Broadcast

Cash

15%

Advertiser

Name:

Priority:

Demographic:

Product Codes:

Revenue Codes:

Americans for Prosperity

A35+

PLI2

POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

D 1 (4)(		•		
Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	39	\$35,550.00	\$30,217.50
08/27/12	08/28/12	13	\$11.525.00	\$9 796 25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	39	\$35,550.00	\$30,217.50	0.00
September 2012	13	\$11,525. <b>0</b> 0	\$9,796.25	0.00
Totals	52	\$47,075.00	\$40.013.75	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	\$47,075.00
Market	100%	\$156.916.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%.	\$0.00
KLAS	30%	\$47,075.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$39,229.17
KTUD	0%	\$0.00
KVVU	15%	\$23,537.50
KVWB	0%	\$0.00
LV1	0%	<b>\$0</b> .00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tim	ne Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 6-7a WakeUp w/\ M-F 6-7a WakeUp w/\	_	6-7a	WTF	:30 3	\$1,000.001	0.00 <b>NM</b>	3	\$3,000.00
	NEWS				<b>.</b>							
	<u>Star</u>	t Date I	End Date	<u>Weekdays</u> <u>Spc</u>	ts/Week	· <u>Rate</u> <u>I</u>	Rating					

Print Date: 08/28/12 08:36:05

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KSNV

Order / Rev.

105755

Advertiser:

Americans for Prosperity

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514

Ch Days ĺn Start End Inventory Code Break Start/End Time Rtg Type Spots Len Spots Rate Pri Amount KSNV 08/22/12 08/24/12 M-F 6-7a WakeUp w/Wa@M 3 \$1,000.001 6-7a --WTF--:30 0.00 NM 3 \$3,000.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 08/20/12 08/26/12 --WTF--3-\$1,000.00 0.00 E 2 KSNV 08/22/12 08/23/12 **Today Show** CM 658a-9am :30 2 \$1.500.001 0.00 NM \$3,000.00 2 Today Show TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12 ~-WT---\$1,500.00 0.00 M-F Today Show II 3rd H&M KSNV 08/22/12 08/23/12 9-10a --WT---:30 3 \$900,001 0.00 NM 3 \$2,700.00 M-F Today Show II TODAY II Start Date End Date Weekdays <u>Spots/Week</u> Rate Rating Week: 08/20/12 08/26/12 --WT---\$900.00 0.00 M-F Today Show III 4th BM E 4 KSNV 08/22/12 08/23/12 10am-11am --WT---:30 3 \$450.001 0.00 NM 3 \$1,350.00 Today 4th Hour TODAY III Weekdays Start Date End Date Spots/Week Rate Rating Week: 08/20/12 08/26/12 -WT--3 \$450.00 0.00 M-F Early News KSNV 08/22/12 08/24/12 CM 5-630p --WTF--:30 3 \$1,200,001 0.00 NM 3 \$3,600.00 M-F Early News **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12 --WTF--3 \$1,200.00 0.00 E 6 KSNV 08/22/12 08/24/12 Dr. Phil CM 3-4p --WTF--30 3 \$450.001 0.00 NM 3 \$1,350.00 Dr Phil PHIL Start Date End Date Weekdays Spots/Week Rate Rating --WTF--Week: 08/20/12 08/26/12 \$450.00 0.00 E 7 KSNV 08/22/12 08/24/12 M-F Jeop/Wheel CM 630-730pm --WTF--:30 3 \$1,300,001 0.00 NM 3 \$3,900.00 M-F Jeopardy/Wheel of Fortune WH/JEP Start Date **End Date** Weekdays Spots/Week Rating Rate --WTF--\$1,300.00 Week: 08/20/12 08/26/12 3 0.00 E 8 KSNV 08/22/12 08/24/12 M-F News 3 at Eleven CM 11pm-1135pm --WTF--:30 3 \$1,100.001 0.00 NM 3 \$3,300.00 M-F News 3 at Eleven **NEWS** Spots/Week Start Date End Date Weekdays Rate Rating Week: 08/20/12 08/26/12 -WTF--\$1,100.00 0.00 KSNV 08/22/12 08/24/12 The Tonight Show СМ 1135p-1237a --WTF--:30 3 \$750.001 0,00 NM 3 \$2,250.00 **Tonight Show** TON SHOW Start Date End Date Weekdays Spots/Week Rating Rate Week: 08/20/12 08/26/12 -WTF--\$750.00 0.00 E 10 KSNV 08/25/12 08/25/12 News 3 Sunrise - SATURIM 6a-7a ----S-:30 \$350.001 0.00 NM 1 1 \$350.00 News 3 Sunrise SATURDAY **NEWS End Date** Rating Start Date Weekdays Spots/Week Rate Week: 08/20/12 08/26/12 ----5-\$350.00 0.00 E 11 KSNV 08/25/12 08/25/12 Saturday Today CM 7a-9am ----S-:30 \$625.001 0.00 NM \$625.00 Saturday Today SAT TODAY Start Date End Date Spots/Week Weekdays Rate Rating Week: 08/20/12 08/26/12 ---5-\$625.00 0.00 E 12 KSNV 08/25/12 08/25/12 Sa-Su Early News CM 5pm-630pm ----S-:30 \$650.001 MM 00.0 2 \$1,300.00 Sa-Su Early News **NEWS** Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 08/20/12 08/26/12 ----S-\$650.00 0.00 E 13 KSNV 08/25/12 08/25/12 CM 630-730pm ----S-:30 2 \$500.001 0.00 NM 2 \$1,000.00

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KSNV

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105755

Advertiser:

Estimate:

Americans for Prosperity

Alt Order #: Flight Dates: 06844794 08/22/12 - 08/28/12 Product Desc:

AM 4 PROSPERITY SEN

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Ln C	Ch S	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
				Weekend Jeopard WKND Jeop/Who	-								
JE	EP/WH	4	E 15 (	•									
Wee	<u>Start D</u> k: 08/20/		End Date 08/26/12	Weekdays	Spots/Week 2	<u>Rate</u> \$500.00	Rating 0.00						
E 15 K	SNV 08	3/25/12	08/25/12	Sa-Su News 3 at		11pm-1135p	mS-	:30	1	\$1,100.001	0.00 NM	1	\$1,100.00
NI	EWS			Sa-Su News 3 at	Eleven								
	Start D		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	k: 08/20/		08/26/12	Sunday Today	1 CM	\$1,100.00 7a-8am	0.00 S	:30	1	\$625.001	0.00 NM	1	\$625.00
			00/20/12	Sunday Today	O.W.	Tu Gain	3	.50	'	φ025.00 1	0.00 14(0)	'	φ025.00
SI	UN TODA Start D		End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Wee	ek: 08/20/		08/26/12	S	1	\$625.00	0.00						
E17 K	SNV 08	3/26/12	08/26/12	Chris Matthews 9		9:30a-10a	S	:30	1	\$500.001	0.00 NM	1	\$500.00
CI	М			Chris Matthews S	5UN 9:30am								
<b>14</b> 7	Start E		End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	ek: 08/20/ (SNV 08		08/26/12 2 08/26/12	News 3 Live in Pr	ime CM	\$500.00 7-10pm	0.00	: :30	1	\$1,100.001	0.00 NM	1	\$1,100.00
				News 3 in Prime			_	100		ψ1,100.001	0.00 14111	•	ψ1,100.00
N	EWS AF <sup>-</sup> Start D		End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 08/20/		08/26/12	S	1	\$1,100.00	0.00						
E 20 K	SNV 08	3/26/12	2 08/26/12	Sa-Su News 3 at Sa-Su News 3 at		11pm-1135p	omS	:30	1	\$1,100.001	0.00 NM	1	\$1,100.00
N	EWS			Sa-Su News 3 at	Eleveil								
\/\e	Start E k; 08/20/		End Date 08/26/12	Weekdays S	Spots/Week	<u>Rate</u> \$1,100.00	Rating 0.00						•
,			2 08/26/12	Sports Night in La			1200aS	:30	1	\$400.001	0.00 NM	1	\$400.00
. 81	PORTS N	JIGHT		Sports Night in L.	as Vegas								
	Start D	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	ek: 08/20/		08/26/12	S	1	\$400.00	0.00	.00		44 000 004	0.00.184		**
E 22 P	CONV U	0/20/1/	2 06/26/12	M-F 6-7a WakeU M-F 6-7a WakeU		6-7a	~T	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
N	EWS	<b>\_</b> 4_	F. J D-4-	1641-1	O4844I	ъ.	D ()						
Wee	<u>Start D</u> ek: 08/27/		End Date 09/02/12	<u>Weekdays</u> -⊤	Spots/Week 1	<u>Rate</u> \$1,000.00	<u>Rating</u> 0.00						
E 23 K	SNV 0	8/27/12	2 08/27/12	Today Show	СМ	658a-9am	M	:30	1	\$1,500.001	0.00 NM	1	\$1,500.00
T	ODAY			Today Show							,		
	Start D		End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	ek: 08/27/		09/02/12	M M-F Today Show	*******	\$1,500.00 9-10a	0.00 M	- :30	1	\$900.001	0.00 NM	1	¢000 00
		U/2//1/	2 00/21/12	M-F Today Show		5-10a	[+]	. ,50	'	φ <del>3</del> 00.00 i	U.OU INIVI	1	\$900.00
T	ODAY II <u>Start</u> [	) ata	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Wee	ek: 08/27/		09/02/12	M	<u>opots/**ccit</u>	\$900.00	0.00						
E 25 k	KSNV 0	8/28/1	2 08/28/12	M-F Today Show	111 4th 18M	10am-11am	-T	- :30	1	\$450.001	0.00 NM	1	\$450.00
Т	ODAY III			Today 4th Hour									
Ma	<u>Start [</u> ek: 08/27/		End Date 09/02/12	<u>Weekdays</u> -T	Spots/Week		Rating				1		
			2 08/28/12		CM	\$450.00 3-4p	0.00 MT	- :30	2	\$450.001	0.00 NM	2	\$900.00
				Dr Phil		•			-				4000,00
Р	HIL <u>Start I</u>	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	ek: 08/27/	/12	09/02/12	MT	2	\$450.00	0.00		···				-
E27 }	KSNV 0	8/27/1	2 08/27/12		СМ	5-630p	M	- :30	1	\$1,200.001	0.00 NM	1	\$1,200.00

Print Date: 08/28/12 08:36:05 Page 4 of 4

Order / Revi

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Advertiser:

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AM 4 PROSPERITY SEN

KSNV

Flight Dates:

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514

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Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots Rate Pri	Rtg Type Sp	ots	Amount
NEWS			M-F Early News M-F Early News								
<u>Start</u> Week: 08/2	<u>Date</u> 7/12	End Date 09/02/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$1,200.00	Rating 0.00					
E 28 KSNV	08/27/1	2 08/28/12	M-F Jeop/Wheel M-F Jeopardy/Wh	CM neel of Fortune	630-730pm e	MT	:30	2 \$1,300.001	0.00 <b>N</b> M	2	\$2,600.00
JEP.WHI									l		
Start Week: 08/2	<u>t Date</u> 7/12	End Date 09/02/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$1,300.00	Rating 0.00					
E 29 KSNV	08/28/1	2 08/28/12	M-F News 3 at Ele		11pm-1135p	m -T	:30	1 \$1,100.001	0.00 NM	1	\$1,100.00
NEWS			M-F News 3 at El								
Start Week: 08/2	<u>Date</u> 7/12	End Date 09/02/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$1,100.00	Rating 0.00					
E30 KSNV		2 08/28/12	The Tonight Show	v CM	1135p-1237a	a MT	:30	2 \$750.001	0.00 NM	2	\$1,500.00
TON SHO											
<u>Start</u> Week: 08/2	<u>t Date</u> :7/12	End Date 09/02/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$750.00	<u>Rating</u> 0.00					
E31 KSNV	08/26/1	2 08/26/12	Meet the Press Meet the Press	СМ	8a-9am	S	:30	1 \$3,000.001	0.00 NM	1	\$3,000.00
MTP			11100, (110 1 1000								
<u>Start</u> Week: 08/2	t <u>Date</u> :0/12	End Date 08/26/12	Weekdays	Spots/Week 1	<u>Rate</u> \$3,000.00	Rating 0.00					
N 32 KSNV	08/28/1	2 08/28/12	The Agenda 1230 The Agenda 1230	•	1230-1p	-T	:30	1 \$375.001	0.00 NM	1	\$375.00
VEGAS I	INC		_	•							
Star Week: 08/2	t <u>Date</u> 7/12	End <u>Date</u> 09/02/12	<u>Weekdays</u> -T	Spots/Week	<u>Rate</u> \$375.00	Rating 0.00			İ		
***************************************		JUI JEI IE	· · · · · · · · · · · · · · · · · · ·	<u></u>	<b>\$0.0.00</b>	0.00			Totals	52	\$47,075.00
									Ulais	UZ	Ψ41,010.00